



Project no. 018340

Project acronym: EDIT

Project title: Toward the European Distributed Institute of Taxonomy

Instrument: Network of Excellence

Thematic Priority: Sub-Priority 1.1.6.3: “Global Change and Ecosystems”

D.5. PR and Communication Plan

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Organisation name of lead contractor for this deliverable:

Deliverable Coordinator: Dr Simon J. Mayo, RBGK 11.

Main contributing organization for this deliverable: MNHN 1

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Dissemination Level (“X” in the relevant box)		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

(See separate the full report)

EDIT's PR and Communication Plan needs to demonstrate that networked, integrated taxonomic resources (human and institutional) as exemplified by EDIT, can overcome the Taxonomic Impediment and greatly improve the delivery and performance of modern taxonomic science in tackling key regional and global problems in biodiversity science and conservation. Separate audiences will require separate messages. The Communication Plan has three main elements:

1) **PROMOTE TAXONOMY** and key achievements of taxonomic science for the general public. This target audience is the general public (or "man in the street") including schools, museum audiences, and media audiences. This is the target of **Public Awareness (PA)** work. The general message here is to explain why taxonomy is vital in tackling global and regional problems of species loss and environmental change within the overall context of the global biodiversity crisis.

2) **INFLUENCE DECISION-MAKERS**, especially in European Union, with a view to increasing future funding prospects for taxonomic science. This target audience includes three major subareas: the EU science funding community, the leadership of the biodiversity and environmental community and the relevant government agencies of the EU member states. This is the focus of **Public Relations (PR)**. The central message here is the crucial importance of promoting and sustaining modern taxonomy, in the integrative model exemplified by EDIT, in the context of the required major ramping up of taxonomic activity to an industrial scale.

3) **REINFORCE THE SENSE OF COMMON PURPOSE** within the EDIT taxonomic community and beyond - this is the "core audience" of taxonomists. Initially we focus on the members of EDIT partner institutions and other taxonomists particularly within Europe, but the overall target audience is the global taxonomic community. We aim to convince taxonomists and their institutions that large scale integration in data exchange and research within the taxonomic community and between it and the communities of other environmental sciences is both attractive and necessary. This is covered under **Internal Communication [IC]**.

Each of the three elements will require joint work by WP1 and WP8 staff, the coordinator (Dr. Simon Mayo, RBGK) and ad hoc additional input and expertise from partners (CETAF, European Commission, etc.) and the PR facilities of the EDIT member institutions.

1. Public Awareness: The Public Awareness element will include the following initiatives: **A)** The preparation of sets of success stories: exploring the biosphere and discovering new biodiversity, saving and conserving biodiversity, developing sustainable use for biodiversity. These will provide material for PA actions and products from the EDIT network. The collaboration of EDIT Directors and Team Leaders will be crucial to ensure that the appropriate information reaches EDIT's PR and PA officers; **B)** We propose that the EDIT partners agree a Memorandum of Understanding focussed on integration of future PA activities; **C)** To initiate this process an EDIT workshop will be organized that brings together PA staff from EDIT institutions to create an effective network of PA officers within EDIT. This will form the basis for collaborative exhibitions, museum publications and contacts with general media where appropriate, focussed on Biodiversity Year 2010; **D)** Compilation of a BYSE (Biodiversity Year Schedule of Events) programme from all EDIT partners and beyond; **E)** Benchmarking of PA activities in EDIT (and other) institutions.

2. Public Relations: We propose the following initiatives:- **A)** Liaise with the communications staff of other relevant projects (BioNET, EoL, GBIF, MarBef, Alternet, IPCB, etc.) to explore possible joint PR actions at selected key policy events (e.g. SBSSTA, COP), e.g. using flyers, etc (this will be done in consultation with WP3, under the remit of "liaison with international infrastructures"). **B)** Create a library of slides and powerpoint templates for "EDIT ambassadors"; so that EDIT partner representatives can take advantage of participation at

workshops and conferences to make presentations about EDIT themes; **C)** Preparation of briefs for decision-makers designed around major events which drive biodiversity and environmental policy (e.g. SBSSTA, COP); **D)** Brussels EU lobbying activities, coordinated by RBINS: map the planning timetable leading to Framework 8 and propose a plan of action for EDIT to make appropriate proposals at the critical stages, with a view to maximizing chances for future targeted taxonomic funding in the context of European Biodiversity Science policy initiatives being developed by EPBRS, member states and the ERA.

3. Internal communication: The following specific actions will be undertaken :- **A)** A special effort will be made to involve and support Team Leaders in each institution by providing tools and specific information to help them increase input into EDIT from scientists in their institutes; **B)** The website will be redesigned and streamlined to make the information clearer and prioritised; **C)** The newsletter will be explicitly refocused on the core audience of the taxonomic community, as opposed to the work-package members.

Integrated work schedule

2008: Online questionnaire about exhibition activity and planning for 2010 ; Identification of target biodiversity events; Refocused newsletter, with improved distribution; Invitation to participate to the Brussels workshop (mandatory for EDIT partners); Functional refurbished EDIT website; Slides library for internal and PR purposes; Gathering of data and delivery of the Biodiversity Year Schedule of Exhibitions catalogue. Regular delivery of success stories for the news-letter; Template for policy briefs and their diffusion; Participation in target biodiversity events ; Creation of communication documents (flyers, posters); 2008-2009 : a PR Brussels-based researcher is recruited part-time in the period. Needs 6 person months in WP1 to collect the first data and establish a detailed working-plan till 2011.

2009: Report to BoD on integrated approaches of PA activities; Design of EDIT common features for 2010, notably for the Communication Strategy of the final event to be organised at Brussels in 2010 during Belgian EU presidency; MoU on integrated approach of PA Activities towards 2010 and beyond; Third EDIT General Meeting; Media campaign around BYSE catalogue; Participation in target biodiversity conferences; Creation of communication documents (flyers, posters); Implementation of the strategy and work plan for the inclusion of taxonomy in FP8.

2010: Monitoring of BYSE and technical assistance to the BYSE elements where EDIT support is needed; Report on the impact of BYSE 2010; Participation in target biodiversity conferences; Creation of communication documents (flyers, posters); Implementation of the strategy and work plan for the inclusion of taxonomy in FP8; Preparation of the continuation of EDIT's PR, PA and IC activities.

2011: Guidelines for integrative approach in PA; Final General Meeting/ Kick-off of the following EDIT phase.

Resources

The current Communications team is Kristina Articus-Lepage (RBINS), Daphne Duin (MNHN), Gaël Lancelot (MNHN), Simon Mayo (RBGK) and Olivier Retout (RBINS). Although much of the work outlined above can be dealt with by this group, there is a clear need for closer coordination between the Brussels (RBINS) group and the Directors, NSC and Team Leaders. RBINS is well-placed to guide EDIT proposals during the build-up to Framework 8. But it will be key members (including the Directors) of EDIT who will be best placed to make the necessary personal interventions. We therefore submit that this coordination would be best achieved by appointing a suitably skilled person with the necessary travel funds to shuttle between Brussels and EDIT partners. This corresponds to the 6PM mentioned earlier in the document.